TELEVISION Forecast

APRIL 23, 1949

MILTON BERLE, WNBQ JOKESTER

WBKB WENR-TV WGN-TV WNBQ

WTMJ-TV Milwaukee

WGN TV

"CHICAGOLAND'S FAMILY TELEVISION STATION"

"FRED WARING SHOW"

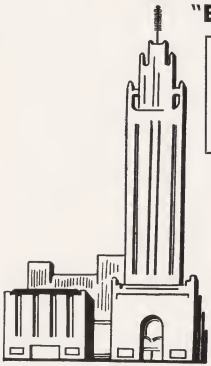
Musical Series from CBS-TV
Sunday, 8:00 p.m.

"THROUGH THE CRYSTAL BALL"

With Jimmy Savo—from CBS
Monday, 8:00 p.m.

"BASEBALL"—1:20 p.m.

Sox vs. St. Louis—April 23 & 24
Sox vs. Detroit—April 25 & 26
Cubs vs. Cincinnati—April 27 & 28
Cubs vs. St. Louis—April 29



CBS
DUMONT

WGN-TV
CHANNEL 9 · CHICAGO

EDITOR'S REPORT:

Chuck and Jack Revisit Chicago

Chuck and Jack Luchsinger, the two young television artists seen weekly on ABC-TV's Cartoon Teletales program, have been receiving an abundance of mail from Chicago viewers who remember the days when the Luchsingers worked their way through schools in the Windy City.

After public school education in their home town of Moline, Ill., Chuck and Jack moved to Chicago. Although the two arrived together, their pursuits were quite different. While Jack worked as a waiter and bus boy in the Ontra restaurant, Chuck operated an elevator in the LaSalle hotel. Chuck worked his way through the Chicago Academy of Art and Jack through the various acting schools he attended.

While playing parts in local theatre productions, Jack met a River Forest girl who later became his wife. Jack recalls rooming with Sid Breese, now starring in the WENR-TV productions of "Stump the Authors" and the "ABC Television Players."

Visited the Zoo

Most of Chuck's spare time in those early days was spent at the Chicago Zoo where he practiced sketching various types of animals. This proved to be of great help in his work on Cartoon Teletales. Chuck, also, has found an old friend via the new cable. An old Army buddy, Boris Aplon, is now playing the part of Inspector Webb on ABC-TV's "Stand By For Crime."

While working on "Yank" magazine, Chuck came upon the idea of combining gag-cartooning, chalk-talks and children's stories into a television show. After the war they worked out their plan and began televising May 26, 1948, from WFIL-TV, Philadelphia.

Popularity Grows

Since that first telecast, Cartoon Teletales has gained popularity so steadily that it is now among the leading children's programs. The brothers receive fan mail regularly from as far south as Atlanta, Ga., to Boston in the North. They say they can count on at least 11 viewers because they have that many nieces and nephews in Chicago, who have guaranteed to be at the television set when the show is telecast.

TV TOPICS: Our Girl Friday reports WGN-TV, channel 9, will telecast films of the Kentucky Derby on Sunday, May 8, just one day after the famous race is run. . . . CBS-TV, Louisville will televise the event locally, but at this writing no coaxial cable hookup for Chicago is seen. . . . In a recent survey it was discovered one out of every 16 students at South Shore high school, Chicago, live in homes having TV sets! . . . Students, teachers discovered, were "looking in" on the average of nearly 24 hours per week, the equivalent of attending a double feature every night. . . . Philip Lewis, South Shore instructor and TV editor for Educational Screen Magazine has been doing the research.

TELEVISION Forecast

Chicago's Own T.V. Magazine

PUBLISHED WEEKLY BY

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Saturday

WNBQ 5		WENR-TV 7	WGN-TV 9	WBKB 4
11:00	4	MULTISCOPE NEWS.		
12:50	9	CHICAGOLAND NEWSREEL.		
1:05	9	PLAYER OF THE DAY. Harry Creighton conducts interviews.		
1:20	9	BASEBALL, Sox vs. St. Louis. From Comiskey Park, Jack Brickhouse will describe.		
2:30	5	HORSE RACING from Jamaica, Clem McCarthy announcing.		
3:30	9	EXTRA INNING. Roundup of scores and interviews with the fans by Jack Brickhouse.		
3:45	9	Test Pattern.		
5:30	9	LUCKY PUP REVIEW CBS-TV N.Y. A teletranscribed review of the week's highlights of the adventures of the Lucky Pup puppets.		
6:00	7	NEWS AND VIEWS fr. N.Y.		
	9	FILM SHORTS.		
6:15	7	THE WREN'S NEST. Problems of the average American family. fr. N.Y.		
6:30	7	WESTERN FILM, featuring John Wayne.		
	9	IN THE FIRST PERSON with Quincy Howe. News. CBS-TV N.Y.		
6:45	9	SERIAL FILM, "Law of the Wild."		
	4	Test Pattern.		
6:55	4	SUN-TIMES NEWS ROUNDUP, with Ulmer Turner.		
7:00	5	TELEVISION SCREEN MAGAZINE drama.		
	9	FEATURE FILM "Tiger Fangs," starring Frank Buck and June Duprez.		
	4	FRONTIER THEATER, western double feature.		
7:30	5	FILM FEATURE.		
	7	THINK FAST. Quiz show.		
8:00	5	**WHO SAID THAT? News quiz show with Robert Trout as MC and John Cameron Swayze.**		
	7	PAUL WHITEMAN TEEN CLUB. New show designed for the Teenager.		
8:30	5	SATURDAY NIGHT JAMBOREE.		
9:00	5	GARROWAY AT LARGE.		
	7	ROLLER DERBY.		
9:10	4	PIX OF THE NEWS.		
9:25	4	MULTISCOPE NEWS		

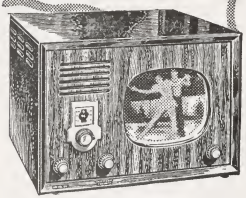
WTMJ CHANNEL 3 (MILWAUKEE)

3:00	3	AT YOUR SERVICE.
3:20	3	FILM SHORT.
3:30	3	WILD WEST THEATER.
4:30	3	THOSE KEEN TEENS. Variety show.
6:45	3	AROUND THE TOWN With the TV Camerman.
7:00	3	CUTTING ROOM CAPERS. Variety entertainment on film.
7:45	3	GOLDEN WEDDING GREETINGS.
7:50	3	ROVING CAMERAS.
8:00	3	WHO SAID THAT? NBC.
8:30	3	To be announced.
9:00	3	ROLLER DERBY.
10:00	3	LET'S LOOK AT THE NEWS.

(Subject to Change)

Listen to BOB TROUT on "WHO SAID THAT"
WNBQ—Channel 5 Every Saturday 8 P.M.

NEW-ALL NEW
CROSLEY
TELEVISION AND RADIO
COMBINATION



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Meet "The Man with a Memory"

This is a man with a memory.

This is John Cameron Swayze whose encyclopedic mind will be exhibited again this week, Saturday, April 16 on "Who Said That?" a regular WNBQ feature on channel 5, sponsored by Crosley.

JOHN SWAYZE

Swayze is able to identify more well-known quotations on this program than all other experts combined, so finely developed is his memory. News commentator on the Camel "News Caravan" as well, Swayze memorizes the headlines news of the day, then appears before the telecamera without a script.

As a "very little boy," he explains, his parents taught him the art of elocution. He could be heard, hand clasped in his mother's as they walked down the street, reciting whole passages from well-known authors. Within a few years he became a champion debater at grammar school, then at high school, being able to rebut with answers that sounded as though he had memorized them straight out of Blackstone.

Turning from elocution to dramatics, Swayze further intensified the process of quick memorization. After a few rounds with amateur dramatics and the onslaught of the depression, he turned to newspaper work and radio on the side. For radio, he found that memorization was not necessary.

Sunday

WGN-TV 9		WBKB 4	WNBQ 5	WENR-TV 7
11:00	4	MULTISCOPE NEWS.		
12:30	7	SACHS AMATEUR HOUR.		
1:05	9	PLAYER OF THE DAY.		
1:20	9	BASEBALL—Sox vs. St. Louis—1st game.		
3:30	9	EXTRA INNING.		
	7	KIERAN'S KALEIDOSCOPE, Detroit.		
3:50	9	BASEBALL—Sox vs. St. Louis—2nd game.		
3:45	7	THAT'S O'TOOLE. A tinker at work.		
4:00	7	SUPER CIRCUS, variety show.		
5:00	5	HOPALONG CASSIDY film.		
	7	CARTOON TELETALES.		
5:30	7	IREENE WICKER, the Singing Lady.		
6:00	9	ORIGINAL AMATEUR HOUR.		
	5	AMERICAN SONGS, film.		
	7	FILM SHORTS.		
6:15	5	PARIS FASHION CAVALCADE.		
6:30	5	YOUNG BROADWAY, film.		
	7	ABC TELEVISION PLAYERS, drama.		
6:45	4	Test Pattern.		
7:00	9	TOAST OF THE TOWN. With Ed Sullivan. Guests: Notre Dame Glee Club, Gali-Gali, Magician, and Jean Carroll, comedienne.		
	4	TELENEWS.		
	5	LAMBS GAMBOL, variety show. Vaudeville Night featuring Imogene Coca, Baby Rosemarie, Ray Malone and Fred Sanborn.		
	7	HOLLYWOOD SCREEN TEST.		
7:20	4	FEATURE FILM.		
7:30	5	AUTHOR MEETS THE CRITICS. Topic, the motion picture "Portrait of Jennie." David Wayne and Lillian Gish will act out portions of the script.		
	7	CELEBRITY TIME. Quiz show.		
8:00	9	FRED WARING SHOW.		
	5	PHILCO TELEVISION PLAYHOUSE. "What Makes Sammy Run," with Jose Ferrer.		
	7	SING-CO-PATION. Dolores Marshal.		
8:15	7	FILM SHORTS.		
8:20	4	CARTOON FILM.		
8:30	4	ROVING CAMERAS.		
	7	MUSIC IN VELVET.		
8:40	4	FEATURE FILM.		
9:00	9	STARS OF TOMORROW, amateur show.		
	5	REVIEW OF THE NEWS.		
	7	ACTION AUTOGRAPHS. Jack Brand, narrator of this new show.		
9:10	5	AROUND THE TOWN. Musical show.		
9:30	9	CHICAGOLAND NEWSREEL REVIEW.		
	5	To be announced.		
9:40	4	PIX OF THE NEWS.		
9:55	4	MULTISCOPE NEWS.		
10:00	9	MYSTERY PLAYERS.		

WTMJ CHANNEL 3 (MILWAUKEE)

2:45	3	THAT'S O'TOOLE. ABC
3:00	3	MEET THE ARTIST.
3:15	3	ARMCHAIR TRAVELS.
3:30	3	SUPER CIRCUS.
4:00	3	LET'S LOOK AT TV.
4:30	3	SINGING LADY. ABC.
5:00	3	MELODY BY MIRIAM.
5:10	3	TELENEWS DIGEST.
5:30	3	To be announced.
6:00	3	LAMBS GAMBOL. NBC.
6:30	3	AUTHOR MEETS THE CRITIC. NBC.
7:00	3	TELEVISION PLAYHOUSE. NBC.
8:00	3	To be announced.
8:10	3	GIRL ABOUT TOWN. NBC.
8:30	3	TRYOUTS FOR TEEVEE.
9:00	3	BACKSTAGE WITH BARRY. CBS.
9:15	3	To be announced.

(Subject to Change)

Monday

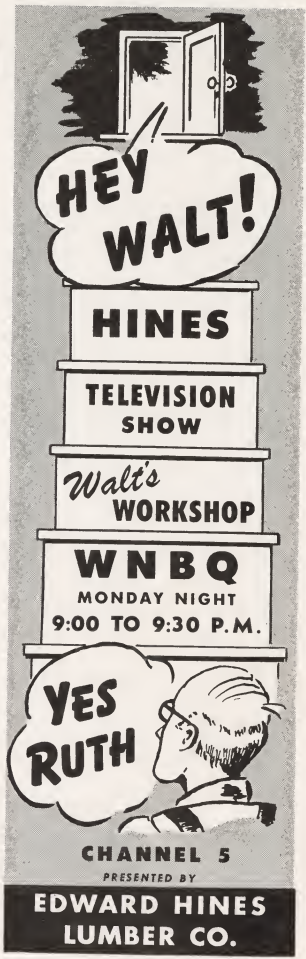
WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
11:00	4	MULTISCOPE NEWS	
1:05	9	PLAYER OF THE DAY.	
1:20	9	BASEBALL—Sox vs. Detroit from Comiskey Park.	
3:30	9	EXTRA INNING.	
4:00	9	WOMEN'S MAGAZINE of the air. Ruth Crowley and Rush Hughes.	
4:15	9	Test Pattern.	
4:30	5	HOWDY DOODY SHOW fr. N.Y.	
5:00	5	BUT NOT FORGOTTEN.	
	9	SMALL FRY CLUB. DuMont, N.Y.	
5:15	4	Test Pattern.	
5:30	9	LUCKY PUP. CBS-TV, N.Y.	
	4	SUN-TIMES COMIC CAPERS.	
5:45	9	Test Pattern.	
5:55	4	PIX OF THE NEWS. Ulmer Turner.	
6:00	4	KUKLA, FRAN AND OLLIE.	
	7	NEWS AND VIEWS fr. N.Y.	
6:15	7	EARL WRIGHTSON songs fr N.Y.	
6:30	4	LADY OF THE MOUNTAIN.	
	7	SERIAL, "The Last of the Mohicans.	
	9	CBS TV NEWS with Doug Edwards.	
6:40	5	THE WEATHERMAN.	
6:45	4	ERNIE SIMON, the Curbstone cut-up.	
	5	CAMEL NEWS CARAVAN.	
	7	UNCLE MISTLETOE.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	WESTERN "Trails of the Wild."	
	5	To be announced.	
	7	FILM SHORTS.	
	9	PREVIEW with Tex McCrary and Jinx Falkenberg. CBS-TV, N.Y.	
7:30	5	CHEVROLET ON BROADWAY.	
	7	ABC BARN DANCE.	
	9	THE WORLD IS YOURS, travel film.	
7:45	9	ATTORNEY AT LAW, dramatic show.	
8:00	4	TELENEWS with John Dunham.	
	5	COLGATE THEATER. "Fairly Won."	
	7	IDENTIFY sports with Bob Elson.	
	9	THROUGH THE CRYSTAL BALL. New CBS show starring Jimmy Savo, and ballet "Cinderella," choreography by George Balanchine.	
8:10	4	FILM SHORTS.	
8:15	7	SKIP FARRELL SHOW, songs.	
8:30	4	WRESTLING, Russ Davis announcing.	
	5	AMERICANA, Ben Grauer MC, quiz.	
	7	FILM SHORTS.	
	9	THE GOLDBERGS, CBS show.	
9:00	5	WALT'S HOME WORKSHOP. Tips on building with materials on hand.	
	7	PAUL HARVEY news.	
	9	CAMEL SPORTS CARAVAN.	
9:30	5	BOXING BOUTS, Marigold Gardens.	
10:00	9	CHICAGOLAND NEWSREEL.	
10:30	4	PIX OF THE NEWS	
10:45	4	MULTISCOPE NEWS.	

(Daylight Saving Time)

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	HERE'S COMTE.
2:45	3	F. SKINNER & AL BUETTNER.
3:00	3	NEWS AND MUSIC.
3:30	3	THE CHILDREN'S CORNER.
3:45	3	HOWDY DOODY SHOW NBC.
4:00	3	TV'S WHAT'S NEW.
4:30	3	ZOO'S WHO.
5:00	3	KUKLA, FRAN AND OLLIE.
5:30	3	THE SPORTS PICTURE.
5:45	3	NEWS CARAVAN, NBC.
6:00	3	To be announced.
6:30	3	ON BROADWAY, NBC.
7:00	3	TEEVEE THEATRE, NBC.
7:30	3	AMERICANA, NBC.
8:00	3	PLAY 'EM OR PAY 'EM.
8:30	3	To be announced.
9:30	3	NEWS.

(Subject to Change)



Tuesday

WNBQ 5		WENR-TV 7	WGN-TV 9	WBKB 4
11:00	4	MULTISCOPE NEWS.		
12:50	9	CHICAGOLAND NEWSREEL.		
1:05	9	PLAYER OF THE DAY.		
1:20	9	BASEBALL. Sox vs. Detroit.		
3:30	9	EXTRA INNING. Round-up of scores.		
3:45	9	ILL. STATE MEDICAL SOC.		
4:15	9	Test Pattern.		
4:30	5	HOWDY DOODY SHOW fr. N.Y.		
5:00	5	BUT NOT FORGOTTEN, H. Mintz.		
	9	SMALL FRY CLUB, DuMont, N.Y.		
	5	NBC NEWSREEL film.		
5:15	4	Test Pattern.		
5:30	9	LUCKY PUP, CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	ROLL FAST THRILLERS.		
6:00	7	NEWS AND VIEWS fr. N.Y.		
	4	KUKLA, FRAN AND OLLIE.		
6:15	7	JOE HASEL sport news.		
6:30	7	SERIAL, "The Last of the Mohicans."		
	9	CBS TV NEWS, Doug Edwards.		
	4	JOE WILSON'S "Hot Stove League."		
6:40	5	THE WEATHERMAN, Clint Youle.		
6:45	5	CAMEL NEWS CARAVAN.		
	7	UNCLE MISTLETOE, outstanding deeds merit guest appearances.		
	9	CHICAGOLAND NEWSREEL.		
	4	ERNIE SIMON, the curbstone cut-up.		
7:00	5	TEXACO STAR THEATER. Milton Berle variety show, fr. N.Y.		
	7	FEATURE FILM.		
	9	CROSS QUESTION fictional trial.		
	4	WESTERN FILM. Frontier Theater.		
8:00	5	QUIZ KIDS, Joe Kelly, Quizmaster.		
	9	TED STEELE SHOW. Musical variety show from DuMont, N. Y.		
	4	TELENEWS with John Dunham.		
8:10	4	FILM SHORTS.		
8:15	4	MIDGET BOXING, Jim Ameche.		
8:30	5	BELIEVE IT OR NOT, Ripley.		
	7	DR. FIX-IT. An expert adviser on matters of repair and restoration around the home and workshop.		
	9	SUSPENSE. Mystery Thriller. CBS.		
	4	ROVING CAMERAS.		
8:40	4	FILM SHORTS.		
9:00	5	CLIFTON UTLEY and the news.		
	7	TOMORROW'S CHAMPIONS. Boxing.		
	9	BACK STAGE WITH BARRY WOOD, musical show. CBS-TV, N.Y.		
	4	AMATEUR STATESMEN.		
9:15	5	WRESTLING from St. Nicholas arena.		
9:30	9	CLUB TELEVISION. Variety show.		
	4	PIX OF THE NEWS. Ulmer Turner.		
9:45	4	MULTISCOPE NEWS.		
10:00	9	CHICAGOLAND NEWSREEL. *(Daylight Saving Time)*		
		WTMJ-TV Channel 3 (Milwaukee)		
2:30	3	HERE'S COMTE.		
2:45	3	SONGS AND PIANO SELECTIONS.		
3:00	3	MUSIC AND NEWS.		
3:30	3	THE CHILDREN'S CORNER.		
3:45	3	HOWDY DOODY. NBC.		
4:00	3	WHAT'S NEW IN THE KITCHEN.		
4:30	3	JUNIOR AMATEURS.		
5:00	3	KUKLA, FRAN AND OLLIE, NBC.		
5:30	3	THE SPORTS PICTURE.		
5:45	3	NEWS CARAVAN, NBC.		
6:00	3	STAR THEATER, NBC.		
7:00	3	TED STEELE SHOW.		
7:30	3	THE GRENADIERS.		
8:30	3	To be announced.		
9:30	3	NEWS. (Subject to Change)		

Install New Antenna

By May 1st the new WCN-TV antenna will be installed and in operation atop Tribune Tower, it was announced this week by channel 9. The 100 ft. combination TV-FM system will be supported by a steel mast that rises 33 feet above the tower, bringing the top of the antenna to 610 feet above ground level. It is expected to provide better reception for TV fans.

FBI Agents Use TV

Police in Baltimore are using TV to aid investigations, it was learned this week. FBI Agents were called in on a manhunt for a notorious bank robber. Station WBAL-TV flashed pictures and a description of the bandit, making telehistory on the eastern coast.

T. V. Service Directory

FOR FAST, EXPERT SERVICE

SUBURBS

WHITING, IND.
Radio Center
1542 119th St. Whiting 307

GARY, IND. and Vicinity
Streight Television Repair
118 W. 5th Gary 6864

ARLINGTON HEIGHTS and vicinity
Electronics Service
22 E. Northwest Hwy. Arlington Heights 700

EVANSTON, ILL.
Teletone House
918 Chicago Ave. DAvis 8-8014

GLENVIEW and vicinity
Glenview House of Television
1806 Glenview Road Glenview 1089

SOUTHERN COOK COUNTY
Commercial Electronics
187th and Halsted Sts. Homewood 11

WILMETTE and Northshore
Air Vision, Inc.
1185 Wilmette Ave. Wilmette 6050

"Ladies Be Seated" Finds Tom Moore A Natural for WENR-TV Screamcast

Massuh Thomas Moore, women are discovering, is mighty telegenic so his video show, "Ladies Be Seated" looks like a natural for TV. Channel 7, WENR-TV, introduced it Friday night, April 22, so you'll be able to see it regularly now each Friday at 7:30 p.m.

"Ladies Be Seated" is the kind of show that was funny on radio, but is even more of a scream on television. Moore and his studio full of women pack more laughs in a half-hour than TV critics can count. Course, some of the gals will not be used to acting-up before a camera—something they got away with on radio—but in a few weeks we think the show will capture a wide audience.

Most of the favorite gimmicks and stunts of Moore's radio show are being used on TV, including "Whoa Tommy," where a selected guest has a chance of walking off with a bagful of prizes, including possibly the Civic Opera building.

Don't Wash Filter! Tip to TV Fans

Owners of plastic filters for TV receivers are warned not to use water for cleaning purposes. Water will damage the quality of the filter, it was announced this week by Thomas F. Ingram, circulation manager of *Television Forecast.*

Ingram urged televiewers to use a dusting cloth to remove any particles of dirt that may gather on the plastic filter.

TV Golf Lessons

Duffers and link fans are now getting expert golf instructions by television via WNBQ's new five-minute transcribed series "How to Improve Your Golf." Friday night this week watch channel 5 as Harold "Jug" McSpaden demonstrates various phases of the game.

For Chicago TV Service See Page 12

TOM MOORE

Anniversary Issue Due Next Month

Announcement of a special First Anniversary Issue of *Television Forecast,* scheduled for May 7, was announced this week. The news magazine will celebrate its first birthday next month.

Editors of the midwest's exclusive television magazine are planning a jumbo-sized, feature-packed edition, with plenty of photos of TV stars, interviews, and guest columns by notable personalities.

During the past year, Television Forecast has served video set owners of Illinois, Wisconsin, Michigan and Indiana. Hundreds of letters weekly are testimonial to the acclaim this publication has received.

ON THE COVER

IT'S A GAG—The only thing Berle can spin is a tele-yarn, as you'll see Tuesday night, April 26, when madman Milton stars in his own show on WNBQ, channel 5. Berle's guests sometimes end up with a custard pie in their face, but it's all in fun on Texaco Star Theatre.

Joe Kelly, Ex-Boy Soprano, Band Leader, MC's Quiz Kids on WNBQ

If someone was to tell you Joe Kelly, quizmaster of WNBQ's "Quiz Kid" show was once billed on theatre marquees as the "Irish Nightingale" it would be hard to believe.

Yet, the gentleman you'll see Tuesday, April 26 on channel 5 is the same ex-soprano who left Nell O'Brien's Minstrel show and Kelly's Klowns and settled down to a career in radio, and eventually television.

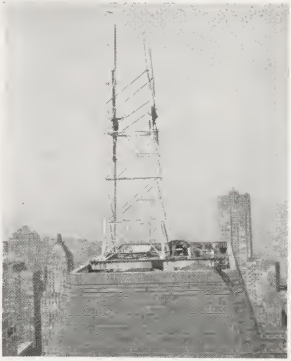
When other kids were learning the rudiments of arithmetic and geography, Joe Kelly of Crawfordsville, Indiana, was getting his education the hard way. He learned geography from the roads he traveled and mathematics from handling his own fiances.

Joe was born in Crawfordsville in 1901. When young Kelly was eight, his father died and the youngster went into show business as a boy soprano to help support his mother. At 11, he was traveling the highways with O'Brien and earning $75 a week. Decked in a lavish purple satin suit, he paraded daily in a carriage drawn by two white horses while the rest of the troupe walked. Two years later, his voice picked the worst possible minute to change—in the middle of a long-drawn high C—and Joe was out of a job.

Organizes Orchestra

He returned to Indianapolis and an office boy's chores, which he livened by spending his noon hours at the dime store listening to the girls play the piano. Although he couldn't read a note (and still can't) he optimistically organized his own orchestra, known by the highflown title of Kelly's Klowns. To his everlasting amazement, the Klowns got plenty of good bookings for several years. Then, at 17, he gave up the band business and went into stock, playing the sticks until his marriage in 1923.

Joe thought a benedict should settle down, and so he did—in Benton Harbor, Mich., selling pianos and victrolas. A limited market, however, drove him back to the band business for a brief spell, but the living was so precarious he became a manager of a clothing store, a job he kept until 1929.



WBKB ANTENNA takes shape. Atop the 33 North LaSalle building, this scene shows workmen putting final touches to new equipment of channel 4, expected to be ready next month.

Then the new-fangled gadget called radio caught his eye and Joe decided there was a future in it. So he rounded up a gentleman named Jack Holden, now National Barn Dance announcer, and together they formed a comedy singing team called "The Two Lunatics of the Air" for a dairy company sponsor. They gave six half-hour shows a week and were paid $12 per and all the milk they could drink.

Enters Chicago Radio

Kelly headed for Chicago in 1933 as announcer for a local station where he "opened the station at 4:00 a.m. and closed it at midnight."

Joe likes to golf, bowl and build towering sandwiches that outdo those architected by a well-known comic strip character. He's so fascinated by this accomplishment, in fact, he dreams of owning a chain of sandwich shops some day.

For Suburban TV Service See Page 7

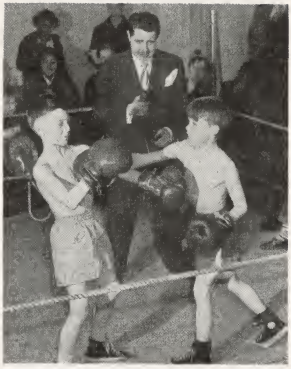
Wednesday

WENR-TV 7		WGN-TV 9	WBKB 4	WNBQ 5
11:00	4	MULTISCOPE NEWS.		
12:50	9	CHICAGOLAND NEWSREEL.		
1:05	9	PLAYER OF THE DAY.		
1:10	4	INTERVIEWS.		
1:20	9	BASEBALL, Cubs vs. Cincinnati.		
1:15	7	INTERVIEWS with Vince Garrity.		
1:25	4	BASEBALL, Cubs vs. Cincinnati.		
	7	BASEBALL, Cubs vs. Cincinnati.		
2:00	5	HORSE RACES from Jamaica, N.Y.		
3:30	9	EXTRA INNING.		
4:00	9	WOMEN'S MAGAZINE OF THE AIR.		
4:15	9	Test pattern.		
4:30	5	HOWDY DOODY SHOW from N.Y.		
5:00	9	SMALL FRY CLUB. DuMont, N.Y.		
	5	BUT NOT FORGOTTEN. H. Mintz.		
5:15	4	Test Pattern.		
5:30	9	LUCKY PUP. CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	PIX OF THE NEWS. Ulmer Turner.		
6:00	7	NEWS AND VIEWS from N.Y.		
	4	KUKLA, FRAN AND OLLIE.		
6:15	7	CHILD'S WORLD from N.Y.		
6:30	7	SERIAL, "The Last of the Mohicans."		
	9	CBS TV NEWS, Doug. Edwards.		
	4	LADY OF THE MOUNTAIN.		
6:40	5	THE WEATHERMAN, Clint Youle.		
6:45	7	UNCLE MISTLETOE children's show.		
	9	CHICAGOLAND NEWSREEL.		
	4	ERNIE SIMON, the curbstone cut-up.		
	5	CAMEL NEWS CARAVAN.		
7:00	7	FEATURE FILM.		
	9	ARTHUR GODFREY AND HIS FRIENDS. CBS-TV, N.Y.		
	4	WESTERN FILM. Frontier Theater.		
	5	IT'S A GREAT IDEA. Great Books discussion groups.		
7:30	5	TELEVISION SCREEN MAGAZINE.		
8:00	9	THE WORLD IS YOURS.		
	4	TELENEWS with John Dunham.		
	5	KRAFT TELEVISION THEATER.		
8:10	4	SHORTS.		
8:15	9	TODAY'S BALL GAME, highlights of the Cub's game on film.		
	4	FUN WITH FURNISHINGS, how to make or how to fix it.		
8:30	7	WRESTLING.		
	9	THE AL MORGAN SHOW, variety show.		
	4	TREASURY BOND SHOW, musical.		
9:00	9	TOURNAMENT OF CHAMPIONS.		
	4	MIDWEEK ROUND-UP, news.		
	5	CLIFTON UTLEY and the news.		
9:15	5	PARADISE ISLAND, Musical Show.		
	4	MULTISCOPE NEWS.		
9:15	5	GRAND MARQUEE film.		
10:00	9	CHICAGOLAND NEWSREEL. *(Daylight Saving Time)*		

WTMJ-TV Channel 3 (Milwaukee)

2:30	3	HERE'S GEORGE COMTE.
2:45	3	P. SKINNER & AL BUETTNER.
3:00	3	NEWS AND MUSIC.
3:30	3	CHILDREN'S CORNER.
4:00	3	TV'S WHAT'S NEW.
4:30	3	THE MUSEUM EXPLORERS' CLUB.
5:00	3	KUKLA, FRAN AND OLLIE. NBC.
5:30	3	THE SPORTS PICTURE.
5:45	3	NEWS CARAVAN. NBC.
6:00	3	To be announced.
6:30	3	FILM FEATURETTE.
7:00	3	TELEVISION THEATER. NBC.
8:00	3	SALUTE TO INDUSTRY.
8:30	3	To be announced.
9:30	3	IDENTIFY. ABC.
9:45	3	NEWS.

(Subject to Change)



FLEA WEIGHTS tangle in "Midget Boxing," as Jim Ameche keeps televiewers posted. You can see this j.g. tourney on WBKB Tuesday night, April 26 on channel 4. Kids slug for paloops, fun and the sport of it.

Thursday

WGN-TV 9		WBKB 4	WNBQ 5	WENR-TV 7
11:00	4	MULTISCOPE NEWS.		
12:50	9	CHICAGOLAND NEWSREEL.		
1:05	9	PLAYER OF THE DAY.		
1:10	4	INTERVIEWS.		
1:15	7	INTERVIEWS with Vince Garrity.		
1:20	9	BASEBALL, Cubs vs. Cincinnati.		
1:25	4	BASEBALL, Cubs vs. Cincinnati.		
	7	BASEBALL, Cubs vs. Cincinnati.		
3:30	9	EXTRA INNING.		
3:45	9	Test Pattern.		
	5	CHILDREN'S CREATIVE THEATER.		
4:30	5	HOWDY DOODY SHOW from N. Y.		
5:00	9	SMALL FRY CLUB. DuMont, N.Y.		
	5	BUT NOT FORGOTTEN.		
5:15	4	Test Pattern.		
	5	NBC NEWSREEL on film.		
5:30	9	LUCKY PUP. CBS-TV, N.Y.		
	4	SUN-TIMES COMIC CAPERS.		
5:45	9	Test Pattern.		
5:55	4	PIX OF THE NEWS. Ulmer Turner.		
6:00	4	KUKLA, FRAN AND OLLIE.		
	7	NEWS AND VIEWS fr. N.Y.		
6:15	7	THE WREN'S NEST fr. N.Y.		
6:30	9	CBS TV NEWS. Doug Edwards.		
	4	ROLLFAST THRILLERS.		
	7	SERIAL, "The Last of the Mohicans."		
6:35	4	FILM VARIETIES.		
6:40	5	THE WEATHERMAN, Clint Youle.		
6:45	9	CHICAGOLAND NEWSREEL.		
	4	ERNIE SIMON, the curbstone cut-up.		
	5	CAMEL NEWS CARAVAN.		
	7	UNCLE MISTLETOE.		
7:00	9	SPELL WITH ISBELL.		
	4	TELEFASHIONS, shopping guide.		
	5	THE ARROW SHOW fr. N.Y.		
	7	JACK CARTER and Co. Variety.		
7:25	9	FILM.		
7:30	9	PLAN-A-ROOM, Paul McAlister.		
	5	THE SWIFT SHOW, with Lanny Ross.		
	4	FILM SHORTS.		
	7	ACTORS STUDIO.		
7:45	9	TODAY'S BALL GAME, highlights of today's game on film.		
8:00	9	MOREY AMSTERDAM SHOW. DuM.		
	4	TELENEWS, with John Dunham.		
	5	RFD AMERICA, farm quiz show.		
	7	THE MAPLE CITY FOUR musical.		
8:10	4	FILM VARIETIES.		
8:15	7	CARTOON CONTRASTS.		
8:30	9	WRESTLING from Madison AC.		
	4	ROVING CAMERAS.		
	5	FLOOR SHOW, Dunninger and Paul Winchell.		
	7	FILM SHORTS.		
8:45	4	FILM VARIETIES.		
9:00	4	TELECHARADES, with Ed Roberts.		
	5	CLIFTON UTLEY and the news.		
	7	ROLLER DERBY from N. Y.		
9:15	5	To be announced.		
9:30	4	PIX OF THE NEWS.		
9:45	4	MULTISCOPE NEWS.		
10:45	9	CHICAGOLAND NEWSREEL.		
		(Daylight Saving Time)		

WTMJ-TV Channel 3 (Milwaukee)

1:45	3	TV PREVUE.
1:50	3	DUGOUT DOINGS.
2:00	3	BREWERS vs. TOLEDO.
4:30	3	HINTS FOR HELEN.
4:35	3	HOWDY DOODY. NBC.
5:00	3	KUKLA, FRAN AND OLLIE. NBC.
5:30	3	SPORTS PICTURE.
5:45	3	NEWS CARAVAN. NBC.
6:00	3	TV GUEST VARIETIES. NBC.
6:30	3	LANNY ROSS SHOW. NBC.
7:00	3	WINDOW ON THE WORLD.
7:30	3	DUNNINGER SHOW. NBC.
8:00	3	THE TUNESMITHS.
9:00	3	WRESTLING.
10:30	3	NEWS.

(Subject to Change)

You've a date... Thursday

"THE ARROW SHOW"
7:00-7:30 P.M.
A Gay Half-hour of Music and Comedy

☆

"SWIFT SHOW"
7:30-8:00 P.M.
Prominent Guests Visit Lanny Ross

☆

"R.F.D. AMERICA"
8:00-8:30 P.M.
Bob Murphy Quizzes the Farmer

☆

"BIGELOW FLOOR SHOW"
8:30-9:00 P.M.
With Dunninger and Paul Winchell

WNBQ
CHICAGO
CHANNEL 5

HARRY CREIGHTON

Harry Creighton, whose voice has been heard on many WGN and mutual network dramatic, musical and variety shows from Chicago, this week joins the television announcing staff of channel 9. Creighton will assist Jack Brickhouse in covering the 154 Cubs and White Sox telecasts to be seen by video fans.

Creighton's entry into radio years back was the result of a visit to a small Chicago station when a sportscaster suddenly failed to appear for a scheduled broadcast. Harry caught the script someone threw at him and was told he'd be on the air in three minutes.

Up to that time, Creighton was manager of radio talent, producing shows and conducting a program for children at the Enchanted Village of the World's Fair. He has since been with WAAF and WHBF. In 1942 he entered the service, was later discharged because of a back injury received in maneuvers. In 1943 Creighton joined WGN. Before receiving a permanent assignment to channel 9, Creighton made several appearances on "Sportsmen's Corner" telecasts.

WENR-TV to Telecast Opera

Plans to televise the performances of the Metropolitan Opera each Saturday next season were announced this week by executives of WENR-TV, channel 7, ABC network station. Chicagoans will be able to sit back in their easy chair and watch grand opera from New York.

Patient Enjoys Video

Just out of Evanston hospital and convalescing is George W. Bettes, inventor of the versatile snow "jeep," who has become an avid TV fan. Bettes will soon be taking his set to his hometown, Sparta, Michigan, and with the aid of a special antenna hopes to receive Chicago stations. He hasn't yet told us whether he plans to install a TV set in his rugged snowmobile.

Mother of the Year

Dorsey Connors, WGN-TV reporter, will present the "Mother of the Year" on her channel 9 show this week. Her guest will be chosen by the Chicago State Street Council.

Directory

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Television Engineers, Inc.
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6321 S. University FAirfax 4-9000

SOUTHEAST
Chelten Television Co.
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SOUTHWEST
Kent Engineering Co.
6250 S. Spaulding WAlbrook 5-7212

NEAR NORTH
Fritzel Radio and Television Laboratories
454 West North Ave. Michigan 2-7100

NORTH
Chicago Engineers for Television
2638 West Devon Ave., HOllycourt 5-7524
Chambers Radio and Television
3546 N. Ashland Ave. BUckingham 1-7373

NORTHWEST
Vahey Television Service
5837 N. Milwaukee Ave. RObney 3-3400

WALTER PALMER — Heavyweight champ since the defeat of Hans Schnable is shown with Shirley Summers of 6845 N. Ottawa, Chicago. Palmer, seen on Chicago TV, visited Miss Summers who is convalescing from a fractured leg.

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"ACTION AUTOGRAPHS"
Premiere
Sunday, 9:00 p.m.

"BOXING"
with Bob Elson
Tuesday, 9:00 p.m.

"BASEBALL"
Chicago
vs.
Cincinnati: Wed. & Thurs., 1:25 p.m.
St. Louis, Friday, 1:25 p.m.
Play-by-play by Rogers Hornsby

"LADIES BE SEATED"
Friday, 7:30 p.m.

TELE-TIP

May 5 Will Be An Eventful Day In Television And Exclusively On Channel 7. Watch For Details!

WENR·TV

AMERICAN BROADCASTING COMPANY

watch channel 7

Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
11:00	4	MULTISCOPE NEWS.	
12:50	9	CHICAGOLAND NEWSREEL.	
1:05	9	PLAYER OF THE DAY.	
1:10	4	INTERVIEWS.	
1:15	7	VINCE GARRITY interview.	
1:20	9	BASEBALL, Cubs vs. St. Louis.	
1:25	4	BASEBALL, Cubs vs. St. Louis.	
	7	BASEBALL, Cubs vs. St. Louis.	
3:30	9	EXTRA INNING.	
4:00	9	WOMEN'S MAGAZINE of the air. Tips for homemakers.	
4:15	9	Test Pattern.	
4:30	5	HOWDY DOODY SHOW from N. Y.	
5:00	5	BUT NOT FORGOTTEN. H. Mintz.	
	9	SMALL FRY CLUB. DuMont, N.Y.	
5:15	4	Test Pattern.	
5:30	9	LUCKY PUP. CBS-TV N.Y.	
	4	SUN-TIMES COMIC CAPERS.	
5:45	9	Test Pattern.	
5:55	4	PIX OF THE NEWS. Ulmer Turner.	
6:00	4	KUKLA, FRAN AND OLLIE.	
	7	NEWS AND VIEWS fr. N.Y.	
6:15	7	THE WREN'S NEST fr. N.Y.	
6:30	4	HERE'S HOW with Philip Lewis.	
	7	FILM, "The Last of the Mohicans."	
	9	CBS TV NEWS, Doug Edwards.	
6:40	5	THE WEATHERMAN, Clint Youle.	
6:45	4	ERNIE SIMON, the curbstone cut-up.	
	5	CAMEL NEWS CARAVAN.	
	7	UNCLE MISTLETOE, children's show.	
	9	CHICAGOLAND NEWSREEL	
7:00	4	KIDDIE PARADE.	
	5	ADMIRAL BROADWAY REVUE.	
	7	FILM SHORTS.	
	9	ADMIRAL BROADWAY REVUE.	
7:30	4	MOVIE MONEY, Russ Davis.	
	7	LADIES BE SEATED. Tom Moore, MC.	
8:00	4	TELENEWS with John Dunham.	
	5	BENNY RUBIN'S THEATRICAL AGENCY, new title for this show.	
	7	BREAK THE BANK quiz show.	
	9	THE WORLD IS YOURS.	
8:10	4	FILM SHORTS.	
8:15	9	TODAY'S BALL GAME, highlights of Cub's game on film.	
8:30	4	UNDER 21, teen-age show.	
	5	YOUR SHOW TIME, drama.	
	7	AT OUR HOUSE.	
	9	INDIVIDUALLY YOURS	
8:45	7	FILM SHORTS.	
	9	To be announced.	
9:00	4	MIDWEST VIEWPOINT, U. Turner.	
	5	BOXING BOUTS fr. N.Y.	
	7	PAUL HARVEY and the news.	
	9	BOXING fr. Madison AC.	
9:05	7	HAPPY PAPPY, variety show.	
9:15	4	MULTISCOPE NEWS.	
9:55	5	HOW TO IMPROVE YOUR GOLF.	
10:00	5	CHESTERFIELD SUPPER CLUB.	
10:30	9	CHICAGOLAND NEWSREEL. *(Daylight Saving Time)*	
		WTMJ-TV Channel 3 (Milwaukee)	
2:30	3	GEORGE COMTE.	
2:45	3	MUSICAL SELECTIONS.	
3:00	3	NEWS AND MUSIC.	
3:30	3	CHILDREN'S CORNER.	
3:45	3	HOWDY DOODY, NBC.	
4:00	3	TV'S WHAT'S NEW?	
4:30	3	TV GOES TO ART CLASS.	
5:00	3	KUKLA, FRAN AND OLLIE, NBC.	
5:30	3	SPORTS PICTURE.	
5:45	3	NEWS CARAVAN, NBC.	
6:00	3	THE BROADWAY REVUE.	
7:00	3	BREAK THE BANK. ABC.	
7:30	3	YOUR SHOW TIME. NBC.	
8:00	3	DUGOUT DOINGS.	
8:10	3	MILWAUKEE VS. TOLEDO, baseball.	
10:30	3	NEWS.	

(Subject to Change)

See All

CHICAGO CUBS

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Under 21

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Amateur Statesmen

Tuesday, 9:00 p.m.

You and Your Neighbor Have an Opportunity to Give Your Opinions

Baseball

Wed. and Thurs., 1:10 p.m.

The Cubs Face the Cincinnati Reds

—Joe Wilson Announcing

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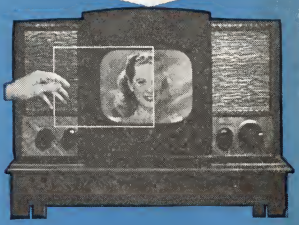

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